

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY  
UTTAR PRADESH, LUCKNOW**



# **Evaluation Scheme & Syllabus**

**MBA  
(Common)**

**First Year**

**AS PER  
AICTE MODEL CURRICULUM  
& NEP 2020**

**(Effective from the Session: 2024-25)**

**MBA 1st Year Course Structure in accordance with  
AICTE Model Curriculum & NEP 2020 Effective w.e.f.  
Academic Session 2024-25**

**Semester I**

S. No.	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	BMB 101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	20	10	0	30	70	0	100	3
2	BMB 102	MANAGERIAL ECONOMICS	4	0	0	20	10	0	30	70	0	100	3
3	BMB 103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	20	10	0	30	70	0	100	3
4	BMB 104	BUSINESS STATISTICS & ANALYTICS	3	1	0	20	10	0	30	70	0	100	3
5	BMB 105	MARKETING MANAGEMENT	4	0	0	20	10	0	30	70	0	100	3
6	BMB 106	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP	2	0	0	20	10	0	30	70		100	2
7	BMB 107	BUSINESS COMMUNICATION	3	1	0	20	10	0	30	70	0	100	3
8	BMB 151	IT SKILLS-1	0	0	3	20	10	0	30	-	70	100	3
9	BMB 152	MINI PROJECT -1	0	0	3	20	10	0	30	0	70	100	3
10	BVC 151	SPORTS & YOGA *	0	0	3	0	100	0	100	0	0	100	0
												1000	26

- Qualifying but Non Credit Course

## Semester II

S. No	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	ECE	PE		
1	BMB 201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	20	10	0	30	70	0	100	3
2	BMB 202	HUMAN RESOURCE MANAGEMENT	4	0	0	20	10	0	30	70	0	100	3
3	BMB 203	BUSINESS RESEARCH METHODS	3	1	0	20	10	0	30	70	0	100	3
4	BMB 204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	4	0	0	20	10	0	30	70	0	100	3
5	BMB 205	OPERATIONS MANAGEMENT	4	0	0	20	10	0	30	70	0	100	3
6	BMB 206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	20	10	0	30	70	0	100	3
7	BMB 207	COST & MANAGEMENT ACCOUNTING	4	0	0	20	10	0	30	70	0	100	3
8	BMB 208	MANAGEMENT INFORMATION SYSTEMS	2	0	0	20	10	0	30	70	0	100	2
9	BMB 251	IT SKILLS-2	0	0	2	20	10	0	30	0	70	100	1
10	BMB 252	MINI PROJECT -2	0	0	3	20	10	0	30	0	70	100	2
												1000	26

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End

**SEMESTER I**  
**MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR**  
**BMB 101**

**Course Credit: 3**

**Contact Hours: 40**

**Course Objectives:**

1. To provide fundamentals of management concepts and theories.
2. To help the students understand the concepts of organizational behaviour
3. To apply the concepts of management and organizational behaviors in real world situations
4. Familiarizing the students with the contemporary challenges and prospects in management.
5. Developing managerial and leadership skills among students

**UNIT I (8 Lectures)**

**Fundamentals of Management:** Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies  
Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies

**UNIT-II (8 Lectures)**

**Organising & Staffing-** Types of organization, Organization structure, delegation and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development..  
Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception. Case Studies.

**UNIT III(8 Lectures)**

**Fundamentals of individual behavior:** Concepts of OB,OB Model, Components of OB, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behaviour, Interpersonal skills, Transactional Analysis, Johari Window, Meaning of Perception, process, behavioral applications of perception. Case Studies.

**UNIT IV (8 Lectures)**

**Motivation:**, Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory.

**UNIT V: (8 Lectures)**

**Leadership:** What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development. Organizational Change: Meaning of organizational change approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change. Case Studies

## COURSE OUTCOME

Course Outcomes	Bloom's taxonomy
CO 1: Developing understanding of managerial practices and their perspectives.	Knowledge (K 2) Remembering (K1)
CO2: Understanding and Applying the concepts of organizational behavior	Knowledge (K 2) Applying (K 4)
CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations	Applying (K 4) Analyzing (K 5)
CO 4: Comprehend and practice contemporary issues in management.	Comprehending (K 3)
CO 5: Applying managerial and leadership skills among students	Applying (K4)

### Suggested Readings

1. Koontz Harold & Weihrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition, 2008)
2. L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.
3. Stephen P. Robbins, —Organizational Behaviour, 12th Edition, Prentice Hall
4. Dr. Premvir Kapoor, Principles and Practices of Management, Khanna Publishing House, Delhi
5. Robbins & Coulter - Management (Prentice Hall of India, 9th Edition)
6. Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi.
7. N M Khandelwal- Indian Ethos & Values for Management- Himalyan Publishing
8. Fred Luthans, —Organizational Behaviour, 12th Edition, McGraw Hill International Edition
9. Aswathappa K, —Organizational Behaviour (Text, Cases and Games), Himalaya Publication
10. UdaiPareek, —Organizational Behavior, Oxford University Press